



1146 19th St., NW, Suite 200
Washington, DC 20036
(202) 463-7300

Interview dates: 9-11 July 2010
Interviews: 600 registered voters in Florida
252 Democrats/Lean Democrats; 254 Republicans/Lean Republicans
Margin of error: \pm 4% for registered voters
 \pm 6% for Democrats; \pm 6% for Republicans

Political Polling in Florida: Wave 1

Research undertaken for Thomson Reuters

These are findings from an Ipsos poll conducted July 9-11 on behalf of Reuters. For the survey, a representative, randomly selected sample of exactly 600 adults aged 18 and older across Florida who are registered voters was interviewed by Ipsos. With a sample of this size, the results are considered accurate within 4 percentage points, 19 times out of 20, of what they would have been had the entire population of registered voters in Florida been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. These data were weighted to ensure that the sample's composition reflects that of the actual Florida registered voter population according to U.S. Census figures. Respondents had the option to be interviewed in English or Spanish. Please note that throughout this document, figures based on Independent voters are indicative only due to very small sample size (62). Figures marked by an asterisk () indicate a percentage value of greater than zero but less than one half of a per cent. Where figures do not sum to 100, this is due to the effects of rounding.*

PARTY AFFILIATION / IDEOLOGY

1. Are you currently registered to vote, or not?

	<u>All adults</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Yes	100	100	100	100
No	0	0	0	0

2. Sometimes things come up and people are not able to vote. In the 2008 election for President, did you happen to vote?

Yes	87
No	13
Don't know / Refused	*

3. Why not? (Base = All who did not vote at 2008 Presidential Election (42))

Did not live in state/district at the time	3
Did not approve of candidates	7
Too young to vote at the time	23
Not registered, too busy, something came up	48
Did not want to vote	10
Other	7
Don't know / Refused	2



4. On November 2nd, midterm elections will be held. Florida voters will elect a Senator, Members of Congress, Governor, and other state-level positions. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming elections? You can use any number between 1 and 10, to indicate how strongly you feel about your likelihood to vote.

	<u>All adults</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
1 – Completely certain will NOT vote	8	6	5	22
2	2	2	*	4
3	0	*	0	0
4	*	1	0	*
5	9	12	6	4
6	3	3	3	1
7	4	7	1	4
8	8	10	6	11
9	7	8	6	9
10 – Completely certain WILL vote	59	51	72	40
Don't know / Refused	1	*	6	*

5. How much interest do you have in following news about the campaigns for the midterm elections in Florida?

	<u>All adults</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
A great deal	30	21	42	21
Quite a bit	29	29	27	27
Only some	25	35	18	15
Very little	9	9	7	19
No interest at all	7	6	6	15
TOTAL: Great deal/Quite a bit	59	50	69	47
TOTAL: None/Very little	16	15	13	34
Not sure / Refused	1	*	*	4

6. Do you consider yourself a Democrat, a Republican, an Independent or none of these?
IF "DEMOCRAT" TO Q7, Q8 ASKED. IF "REPUBLICAN" TO Q7, Q9 ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q7, Q10 ASKED. RESULTS SHOWN IN SUMMARY BELOW.)
7. Do you lean strongly or only moderately toward the Democratic Party?
8. Do you lean strongly or only moderately toward the Republican Party?
9. Do your beliefs tend to lean more toward the Democrats or the Republicans?

Strongly Democrat	18
Moderately Democrat	13
Lean Democrat	9
Strongly Republican	19
Moderately Republican	11
Lean Republican	12
Independent (No lean)	14
DK / Ref	5
Total Democrats	40
Total Republicans	41
Total Independents	14



10. Generally speaking, would you say things in Florida are heading in the right direction, or are they off on the wrong track? ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.

	<u>All adults</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Right direction	34	39	32	25
Wrong track	57	52	60	64
Not sure / Refused	8	9	8	10

11. What do you think are the biggest problems facing Florida now?

OPEN-ENDED: DO NOT READ OUT. INTERVIEWERS: CODE INTO CATEGORIES BELOW UNLESS RESPONSE ABSOLUTELY DOES NOT FIT. PLEASE CONSIDER THESE 'BROAD' DEFINITIONS AND TRY TO CODE RESPONSES INTO PRECODES BELOW.

Economy / jobs (<i>includes: national economy, Florida's economy, lack of jobs, wrong jobs, not enough work, etc</i>)	51
Environment/Pollution (<i>includes: global warming, damage to natural environment, littering, exhaust from cars, etc</i>)	15
Government / politics / politicians (<i>includes: named politicians, corrupt government, legislature, parties, national government, etc</i>)	14
Education	13
Energy (<i>includes: oil issues/concerns, lack of energy, gas prices, price of power, etc</i>)	11
Housing (<i>includes: cost of housing, foreclosure, housing insurance rates, etc</i>)	7
Immigration	6
Taxes (<i>includes: too much tax, tax increases, disproportionate tax, etc</i>)	6
BP / Gulf oil spill	6
Healthcare (<i>includes: national and also within Florida</i>)	5
Crime	5
Budget / Deficit	4
Water (<i>includes: price of water, not enough water, water usage, etc</i>)	2
Transportation (<i>includes: lack of public transportation, traffic, car/truck problems, etc</i>)	1
Tourism / tourist industry	1
Nothing	*
Other	3
Don't know / Refused	5

I know it is a long way off, but thinking about the elections this fall...REVERSE ORDER Q12/13 AND Q14/15

12. ...if the election for US Senator were held today, would you vote for Republican candidate Marco Rubio, Democratic candidate Kendrick Meek, or Independent candidate Charlie Crist [REVERSE NAMES]? ASK Q13 IF 'DON'T KNOW / REFUSED' AT Q12
13. *Lean question (NOTE: NOT PUBLISHED HERE BECAUSE IPSOS DOES NOT ALLOCATE LEANERS AT THIS STAGE IN THE ELECTORAL CYCLE)*

Marco Rubio (Republican)	28
Kendrick Meek (Democrat)	17
Charlie Crist (Independent)	35
Candidate from another political party (VOL)	1
WILL NOT VOTE	4
DK/Ref/Unsure (VOL)	15



And...

14. ...if the election for US Senator were held today, would you vote for Republican candidate Marco Rubio, Democratic candidate Jeff Greene, or Independent candidate Charlie Crist [REVERSE NAMES]? ASK Q15 IF 'DON'T KNOW / REFUSED' AT Q14
15. *Lean question (NOTE: NOT PUBLISHED HERE BECAUSE IPSOS DOES NOT ALLOCATE LEANERS AT THIS STAGE IN THE ELECTORAL CYCLE)*

Marco Rubio (Republican)	29
Jeff Greene (Democrat)	18
Charlie Crist (Independent)	34
Candidate from another political party (VOL)	1
WILL NOT VOTE	5
DK/Ref/Unsure (VOL)	13

REVERSE ORDER Q16/17 AND Q18/19

16. ...if the election for Governor of Florida were today, would you vote for Republican candidate Bill McCollum, Democratic candidate Alex Sink, or Independent candidate Bud Chiles [REVERSE NAMES]? ASK Q17 IF 'DON'T KNOW / REFUSED' AT Q16
17. *Lean question (NOTE: NOT PUBLISHED HERE BECAUSE IPSOS DOES NOT ALLOCATE LEANERS AT THIS STAGE IN THE ELECTORAL CYCLE)*

Bill McCollum (Republican)	30
Alex Sink (Democrat)	31
Bud Chiles (Independent)	12
Candidate from another political party (VOL)	3
WILL NOT VOTE	6
DK/Ref/Unsure (VOL)	18

READ OUT: And

18. ...if the election for Governor of Florida were today, would you vote for Republican candidate Rick Scott, Democratic candidate Alex Sink, or Independent candidate Bud Chiles [REVERSE NAMES]? ASK Q17 IF 'DON'T KNOW / REFUSED' AT Q16
19. *Lean question (NOTE: NOT PUBLISHED HERE BECAUSE IPSOS DOES NOT ALLOCATE LEANERS AT THIS STAGE IN THE ELECTORAL CYCLE)*

Rick Scott (Republican)	34
Alex Sink (Democrat)	31
Bud Chiles (Independent)	13
Candidate from another political party (VOL)	1
WILL NOT VOTE	6
DK/Ref/Unsure (VOL)	16



20. Overall, do you approve, disapprove or have mixed feelings about the way Charlie Crist is handling his job as Governor of Florida? IF "APPROVE" OR "DISAPPROVE" TO Q20, ASK Q21. IF "HAVE MIXED FEELINGS /DK/REF" TO Q20, ASK Q22.

21. Is that strongly (**approve/disapprove**) or somewhat (**approve/disapprove**)?

22. If you had to choose, do you lean more towards approve or disapprove?

	<u>All adults</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Strongly approve	17	21	17	13
Somewhat approve	18	22	18	9
Lean approve	17	17	18	22
Still have mixed feelings	4	4	5	2
Lean disapprove	19	19	17	16
Somewhat disapprove	7	6	6	10
Strongly disapprove	15	10	18	23
Not sure	2	2	1	7
TOTAL: Approve	53	59	53	44
TOTAL: Disapprove	41	35	41	48

23. To what extent, if at all, do you feel that your personal well-being has been affected by the oil spill in the Gulf of Mexico?

	<u>All adults</u>	<u>Bay Area</u>	<u>Central</u>	<u>North/ Panhandle</u>	<u>South/ Southwest</u>
It has been affected a lot	20	24	17	24	19
It has been affected a little	27	27	29	29	26
It has not been affected at all	51	49	53	48	52
Don't know	2	*	1	0	4

For each of the following groups I read out, please tell me how much responsibility, if any, you think each has for cleaning up the oil spill in the Gulf of Mexico.

	<u>A great deal of responsibility</u>	<u>Some responsibility</u>	<u>No responsibility</u>	<u>Don't know / Refused</u>	<u>TOTAL: Great deal / some responsibility</u>
24. The oil company BP	96	3	*	*	99
25. The US government	40	49	9	1	89
26. Florida's State government	19	55	25	2	74